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R. J. REYNOLDS TOBACCO COMPANY

TO: REGIONAL OPERATIONS UNITS

COMPANY/DEPT: R. J. REYNOLDS TOBACCO COMPANY

FROM: C. E. MOSER

DATE: 1/24/94

SUBJECT: RITE AID - 1994 MERCHANDISING DISPLAYS

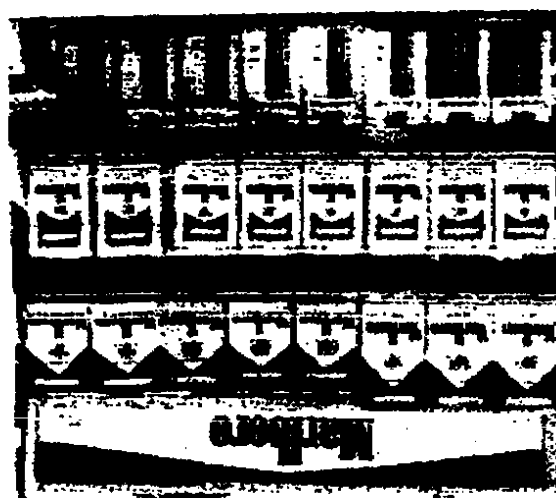
COMMENTS: ATTACHED PLEASE FIND THE PLAN-O-GRAMS THAT WERE SENT
TO YOUR OFFICES FOR DISTRIBUTION TO ALL DIVISION MANAGERS. THESE
COPIES SHOULD REPLACE THE ONES THAT WERE SENT ON FRIDAY, 1/21/94.
IF YOU ARE STILL HAVING PROBLEMS READING THESE PLAN-O-GRAMS, PLEASE
CONTACT THE HARRISBURG CHAIN ACCOUNTS DIVISION, #1742.

51855 0890

#1 R.J.R.
8 PACKS WIDE - 2 TIERS HIGH

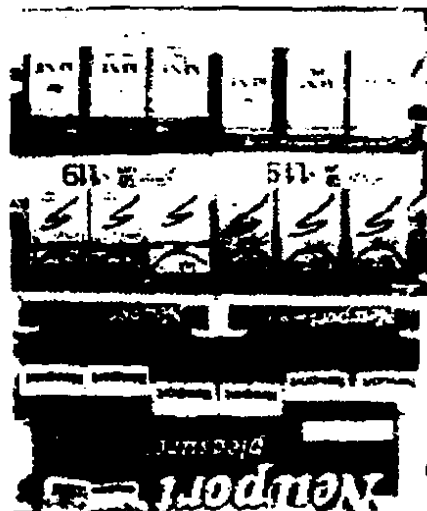


#2 PHILIP MORRIS
8 PACKS WIDE - 3 TIERS HIGH

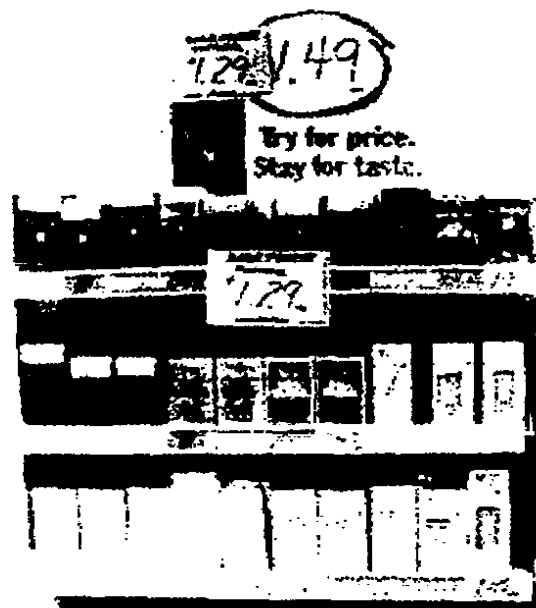


FRONT COUNTER STEP-UP MODULE

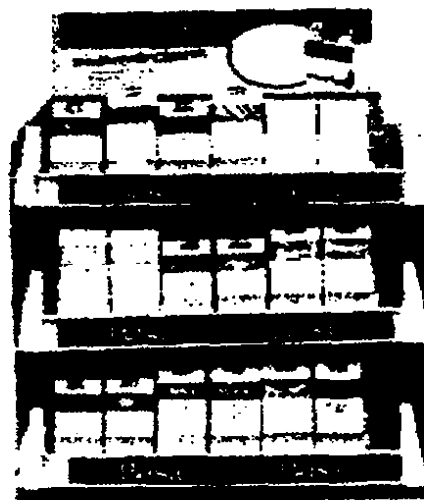
#3 LORILLARD
6 PACKS WIDE - 3 TIERS HIGH



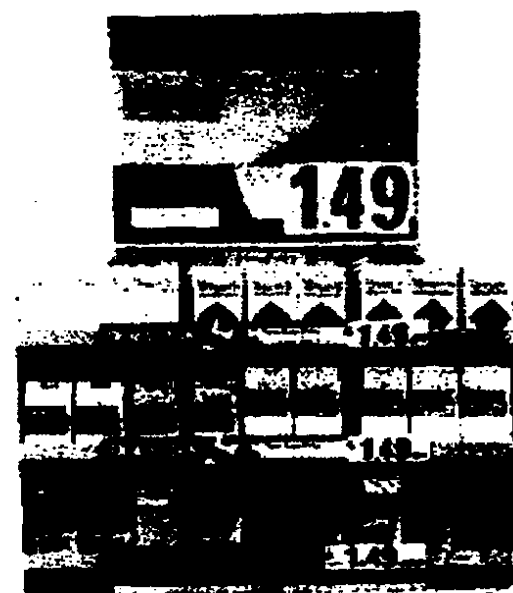
BACK BAR DISPLAYS



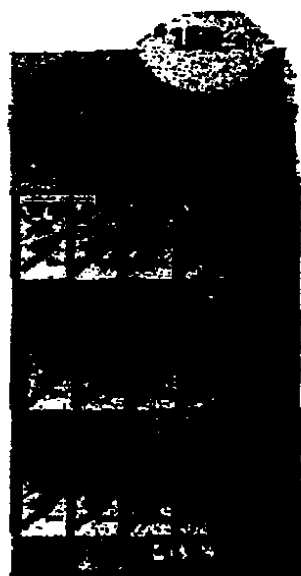
#1 ALL AMERICAN TOBACCO
11 PACKS WIDE - 3 TIERS HIGH



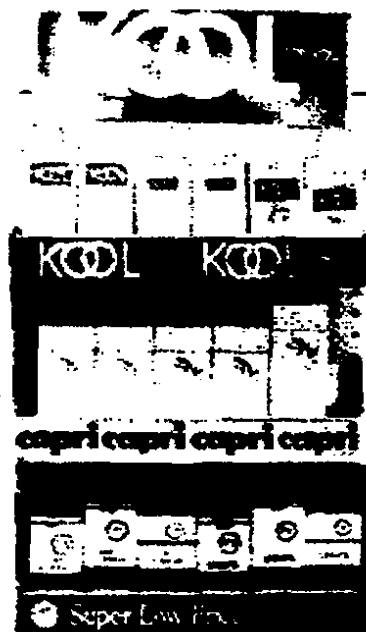
#2 PHILIP MORRIS BASIC
6 PACKS WIDE - 3 TIERS HIGH



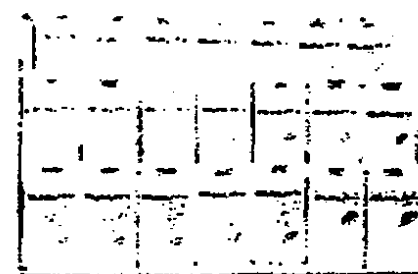
#3 R.J.R. PRICE VALUE
9 PACKS WIDE - 3 TIERS HIGH



#4 LORILLARD PRICE VALUE
5 PACKS WIDE - 3 TIERS HIGH



#5 BROWN & WILLIAMSON GPC
6 PACKS WIDE - 3 TIERS HIGH



#6 QUALITY LIGHT

51855 0892